

# Teamwork for Effective Arizona Marketing E-bulletin



Welcome to the **TEAM** E-bulletin. In this monthly e-bulletin you will find important information specific to the Arizona Office of Tourism's Teamwork for **Effective Arizona Marketing** matching grants program.

August 2006

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Fiscal Year 2007

## Attention ALL TEAM Participants!

In order to streamline the reimbursement request process we are requesting each TEAM recipient for the following information:

- Federal Tax Id Number and corresponding Legal Name
- Doing Business As (DBA) Name if different than applicant name
- Mailing address for reimbursement requests

Please email Marcia West at [mwest@azot.gov](mailto:mwest@azot.gov) with the above information as soon as possible.

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## Attention EZ Advertisers

Please take note of the upcoming material deadlines!

*Valley Guide* Oct/Dec 2006—08/02/06  
*Phoenix Magazine* October 2006—8/14/06  
*Los Angeles Magazine* October 2006—8/15/06  
*Arizona Reiseplaner* October 2006—8/25/06  
*AAA: Westways* November/December—9/01/06  
*Sunset Magazine* November 2006—09/01/06

Prior to submitting your ad or project for approval, please verify all relevant information is accurate. For example, verify telephone numbers, Web site address, correct spelling, etc. Attached to this newsletter you will find the AOT ad checklist, please use this checklist accordingly. The advertisement checklist may also be downloaded from our business-to-business website, [www.azot.gov](http://www.azot.gov).

Please be sure to obtain written ad approval from AOT prior to submitting your ad to the publication. AOT approval for all project items is mandatory and may take up to 14 business days, please plan ahead. All ads should be submitted to Karen Bult, Tourism Education and Development Manager by e-mail at [kbult@azot.gov](mailto:kbult@azot.gov) or by fax 602-364-3702.

## **FY 2006 Year End Project Evaluation**

FY 2006 Year End Project Evaluations deadline is **Friday, October 13th, 2006**. This information is used to compile historical pertinent marketing data regarding the effectiveness of your project and the TEAM program. FY 2006 Year End Project Evaluation forms are available by visiting the Tourism Development section of [www.azot.gov](http://www.azot.gov). Please do not wait until the late minute to complete and submit your reports. If you have questions or need assistance please contact us now. You may send the completed form now if you would prefer.

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In an effort to improve communication, exchange information and ideas, you will receive this bulletin on a monthly basis. Please pass this on to other members of your organization who are involved in the TEAM program. If you have any ideas or thoughts or suggestions to improve communication or the program in general we would like to hear them. Please forward any ideas, comments or thoughts to us. We appreciate your feedback.

Sincerely,

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